CONFERENCE BOARD HELP-WANTED ADVERTISING INDEXES

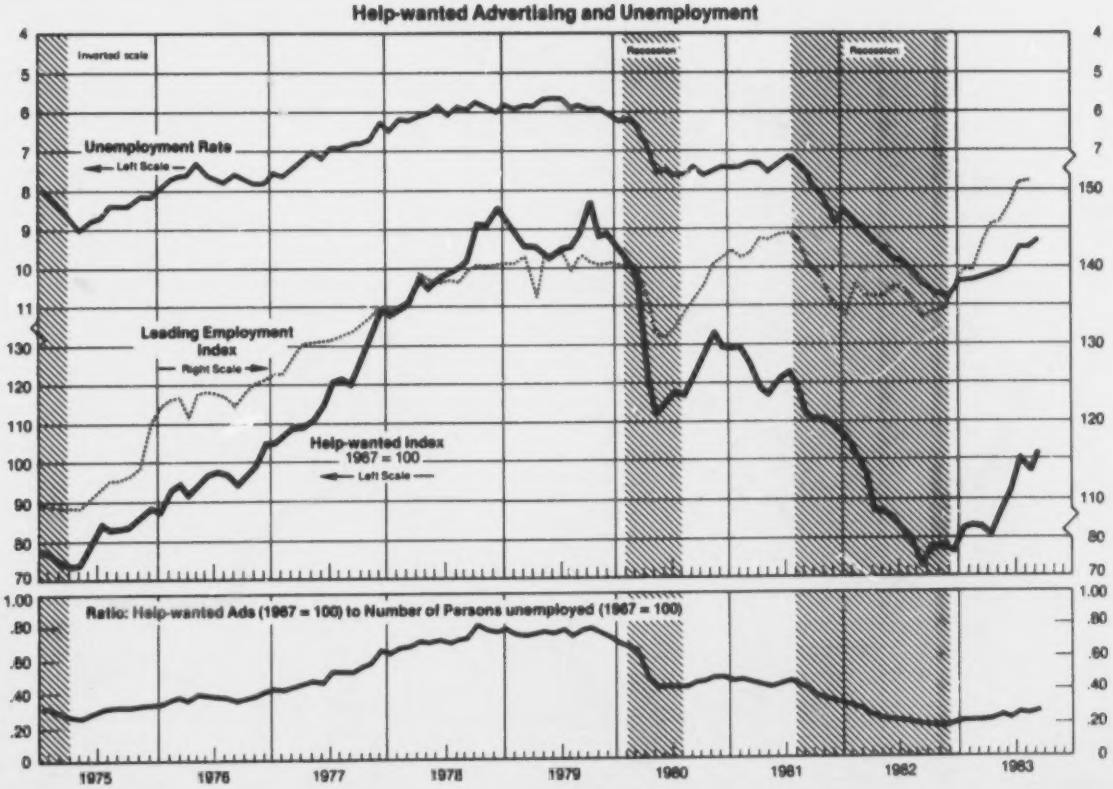
Seasonally Adjusted Indexes, 1967 = 100

	1983			1982
	Aug.	July	June	Aug.
Total Index				
51 papers	96	100	92	78
New England	103	108	100	81
Boston	114	121	112	90
Hartford	104	105	89	86
Providence	64	67	67	47
Middle Atlantic	50	53	48	45
Albany	90	88	90	72
Allentown	104	138	113	75
New York	46	45	44	41
Philadelphia	46	50	43	40
Pittsburgh	45	52	46	44
Rochester	50	63	48	50
Syracuse	69	78	69	66
East North Central	50	57	48	43
Chicago	49	54	47	41
Cincinnati	73	79	71	59
Cleveland	40	45	40	39
Columbus	76	83	74	66
Dayton	46	48	49	41
Detroit	36	52	35	30
Gary	80	96	85	81
Indianapolis	57	64	48	47
Milwaukee	37	41r	35	31
Toledo	70	68	64	72
West North Central	57	62	60	42
Kansas City	82	85	89	54
Minneapolis	45	51	44	31
Omaha	100	93	86	82
St. Louis	43	50	53	35
South Atlantic	114	123	110	83
Atlanta	186	202	185	126
Baltimore	89	77	71	66

	1983			1982
	Aug.	July	June	Aug.
Charlotte	103	108	89	69
Jacksonville	164	163	155	110
Miami	75	78	71	61
Richmond	66	79	68	50
Washington, D.C.	109	131	114	85
East South Central	94	103r	94	75
Birmingham	101	111	104	80
Knoxville	150	144	139	132
Louisville	50	56	54	43
Memphis	86	89	83	70
Nashville	115	145	116	82
West South Central	219	222	208	196
Dallas	291	285	275	204
Houston	276	282	258	282
New Orleans	117	123	117	114
Oklahoma City	131	137	126	141
San Antonio	159	158	147	136
Tulsa	115	136	132	116
Mountain	198	201	184	145
Denver	148	160	142	104
Phoenix	255	261	240	175
Salt Lake City	212	198	187	181
Pacific	147	141	133	114
Los Angeles	119	109	104	94
Sacramento	225	228r	215	192
San Bernardino	114	112	105	88
San Diego	272	273	251	203
San Francisco	152	147	138	115
Seattle	162	165	153	125
Percentage of papers with rising volume	25%	80%	78%	12%
Unemployment rate	9.5%	9.5%	10.0%	9.9%

Note: For definitions and method, see Noreen Preston, *The Help-wanted Index* (New York: The Conference Board, 1977).
r—revised n.a.—not available

Help-wanted Advertising and Unemployment



CONFERENCE BOARD INDEXES OF CONSUMER CONFIDENCE AND BUYING PLANS

Indexes, 1969-1970 = 100
(Seasonally Adjusted)

Consumer Confidence Index

	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
1981	70.0	63.5	71.8	75.0	79.9	79.6	78.6	78.6	70.4	67.4	61.6	59.4
1982	62.1	58.1	53.3	54.0	58.3	57.1	61.6	53.7	54.4	49.7	54.8	53.5r
1983	58.0	65.8	77.1	80.3	84.0	84.9	84.7	84.6r	83.9p			

Buying Plans Index

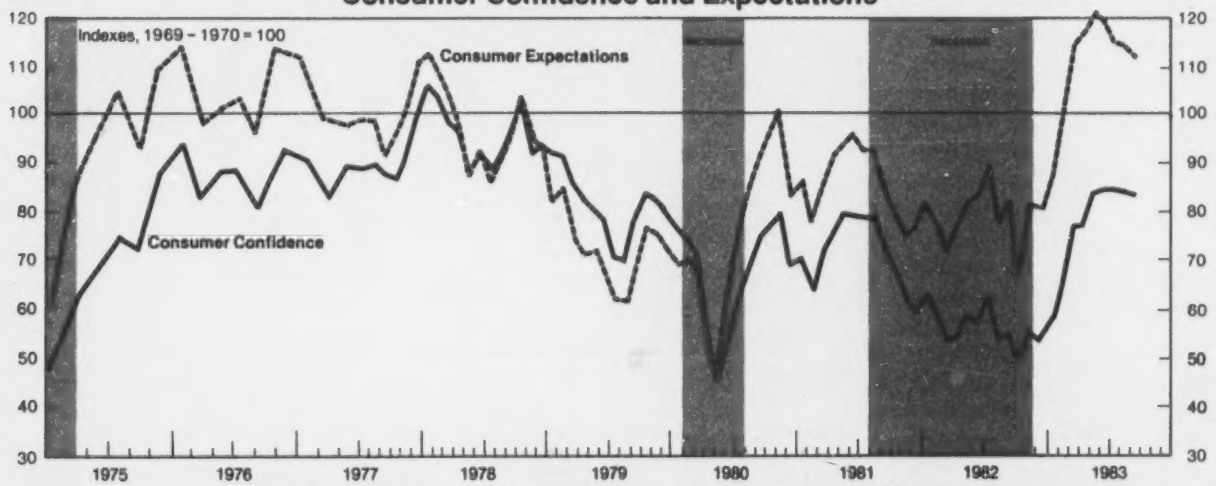
1981	87.5	90.5	98.0	85.9	84.8	89.5	78.7	96.7	90.3	86.2	89.8	99.2
1982	81.3	100.9	94.8	70.3	74.9	73.9	92.0	89.0	75.3	66.7	80.5	75.2r
1983	71.9	75.8	87.9	86.0	85.2	103.6	100.5	89.9r	108.6p			

Confidence Index measures consumer optimism in appraising economic conditions. Buying Plans Index is based on intentions to purchase cars, homes, appliances. Expectations Index, (charted below), measures consumer attitudes with regard to business conditions and employment and income levels six months hence. Data prior to May, 1981 based on survey of families. Data after May, 1981 are based on survey of households. A description of these indexes appears in The Conference Board RECORD, September, 1973.

Surveys are conducted by National Family Opinion, Inc.

p—preliminary r—revised

Consumer Confidence and Expectations



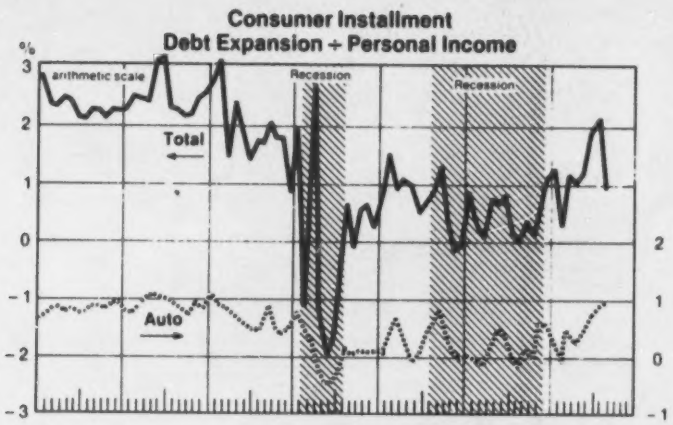
CONFERENCE BOARD ESTIMATES OF DISCRETIONARY PURCHASING POWER AND SPENDING

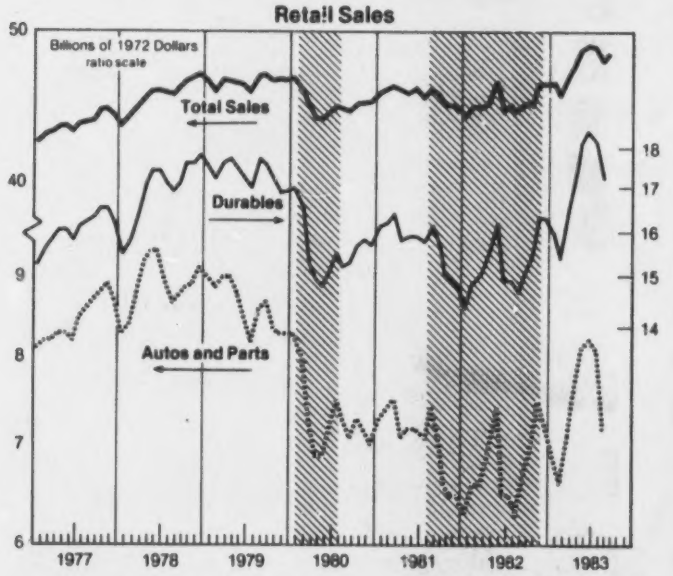
Billions of Current Dollars (Seasonally Adjusted at Annual Rates)

		Aggregate Purchasing Power (APP)	Discretionary Purchasing Power (DPP)	Discretionary Spending (DSP)	Discretionary Saving (DSA)	Ratios (DSP)/(DPP)	Ratios (DSP)/(APP)	Ratios Total Saving/ (APP)	Ratios Net Saving/ Income After Taxes
1978	IV	$1714.9	$604.0	$437.0	$167.0	72.3%	25.5%	14.0%	8.5%
1979	I	1758.5	621.0	435.3	185.8	70.1	24.8	14.0	7.5
	II	1846.3	660.4	433.4	226.9	65.6	23.5	16.3	10.5
	III	1865.0	651.0	451.8	199.2	69.4	24.2	14.2	8.8
	IV	1903.1	642.3	466.9	175.3	72.7	24.5	13.1	9.0
1980	I	1999.7	702.4	479.4	223.0	68.3	24.0	15.2	10.4
	II	1942.3	600.7	454.5	146.3	75.7	23.4	12.5	11.4
	III	2085.1	698.2	474.4	223.8	67.9	22.8	15.5	11.8
	IV	2147.6	735.9	497.5	238.3	67.6	23.2	14.9	10.8
1981	I	2180.1	732.3	520.4	211.9	71.1	23.9	13.6	10.0
	II	2235.7	740.6	514.5	226.0	69.5	23.0	14.7	10.4
	III	2317.8	771.2	525.3	246.0	68.1	22.7	15.5	12.4
	IV	2289.4	739.2	520.2	219.0	70.4	22.7	13.7	12.0
1982	Ir	2293.4	719.1	530.1	189.0	73.7	23.1	12.2	10.7
	IIr	2344.3	731.9	542.9	189.0	74.2	23.2	12.8	10.5
	IIIr	2424.8	782.9	549.5	233.4	70.2	22.7	14.1	12.3
	IVp	2458.0	799.0	577.0	222.0	72.2	23.5	13.3	10.3

Note: For an explanation of discretionary purchasing power and spending, see the Sept., 1981 issue of the *Statistical Bulletin*.

P—Preliminary R—Revised





CONFERENCE BOARD ESTIMATES OF NEW AUTO SALES, BY 10-DAY PERIODS

Millions, Seasonally Adjusted at Annual Rate

Periods		1980	1981	1982	1983
January:	1-10	7.87	6.27	5.68	6.34
	11-20	7.08	6.44	5.43	6.08
	21-31	9.17	6.74	5.17	5.69
February:	1-10	6.88	6.30	5.88	5.68
	11-20	8.28	5.65	5.61	4.93
	21-28(29)	6.36	7.70	5.54	5.55
March:	1-10	6.96	7.55	5.18	5.32
	11-20	7.18	9.29	5.24	5.62
	21-31	6.12	5.02	6.16	6.22
April:	1-10	7.02	6.18	5.11	6.76
	11-20	5.94	6.01	6.38	6.77
	21-30	5.90	6.22	5.77	6.52
May:	1-10	5.78	6.09	7.26	7.68
	11-20	6.10	6.64	7.47	7.25
	21-31	5.17	5.78	6.06	7.32
June:	1-10	5.95	6.50	6.51	7.83
	11-20	6.78	6.18	4.83	8.37
	21-30	6.74	6.35	5.17	8.25
July:	1-10	6.60	5.45	4.54	6.56
	11-20	6.41	6.78	5.38	7.78
	21-31	6.59	5.80	5.22	7.26
August:	1-10	5.44	7.08	5.18	7.27
	11-20	5.81	6.91	4.48	5.47
	21-31	6.00	7.38	5.58	5.79
September:	1-10	6.05	6.57	4.70	5.70
	11-20	5.58	6.09	6.95	7.43
	21-30	6.74	6.67	6.49	6.95
October:	1-10	7.60	4.98	5.09	7.33
	11-20	7.09	5.18	5.16	
	21-31	6.49	5.32	5.68	
November:	1-10	7.03	6.05	7.10	
	11-20	7.10	4.93	6.94	
	21-30	6.11	6.75	6.49	
December:	1-10	6.88	4.98	5.64	
	11-20	7.08	4.88	6.62	
	21-31	5.81	5.03	6.46	

Note: Dealer sales exclude exports and foreign-model cars (unless manufactured domestically). Data from Ward's Automotive Reports are seasonally adjusted by The Conference Board. Prior data available upon request.